

ORDER

KSNV

Orders
Order / Rev: 101895
Alt Order #: 06815354
Product Desc: OCEGUERA 4 CONGRESS
Estimate: 1189
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 05/21/12 / 10/30/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Ocegura for Congress - Revised
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	6	\$4,000.00	\$3,400.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	6	\$4,000.00	\$3,400.00	0.00
Totals	6	\$4,000.00	\$3,400.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	20%	\$4,000.00
Market	100%	\$20,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$5,200.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$4,200.00
KTUD	1%	\$200.00
KVVU	22%	\$4,400.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$2,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	11/05/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	4	\$450.00	1	0.00	NM	2	\$900.00

M-F 5-6a WakeUp w/Wagners

WAKE UP WITH THE WAGNERS REV RATE

WAKE UP WITH THE WAGNERS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	11/05/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS REV RATE WAKE UP WITH THE WAGNERS	CM	5-6a	MTWTF--	:30	4	\$450.00	1	0.00	NM	2	\$900.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/30/12 11/05/12 MTWTF-- 2 \$450.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 2 KSNV 10/30/12-11/05/12 M-F 5-6a WakeUp w/Wagner5-6a MTWThF---- :30 (\$450.00) 0.00 NM See MG 1.5,1.6,1.7 [NOT AVAILABLE RATE] NOT AVAILABLE RATE 4 KSNV 10/30/12-11/05/12 M-F 5-6a WakeUp w/Wagner5-6a MTWThF---- :30 (\$450.00) 0.00 NM See MG 1.5,1.6,1.7 [NOT AVAILABLE RATE] NOT AVAILABLE RATE 5 KSNV 10/30/12-11/05/12 M-F 5-6a WakeUp w/Wagner5-6a MTWThF---- :30 \$450.00 0.00 NM MG for 1.2,1.4,1.3 [REVISED RATE TO REINSTATE] 6 KSNV 10/30/12-11/05/12 M-F 5-6a WakeUp w/Wagner5-6a MTWThF---- :30 \$450.00 0.00 NM MG for 1.2,1.4,1.3 [REVISED RATE TO REINSTATE]															
E 2	KSNV	11/06/12	11/06/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS REV RATE WAKE UP WITH THE WAGNERS	CM	5-6a	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 -T----- 1 \$450.00 0.00															
E 7	KSNV	11/03/12	11/03/12	News 3 Sunrise - SATURM News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE REV RAET NEWS 3 AT SUNRISE	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -----S- 1 \$350.00 0.00															
E 22	KSNV	10/30/12	11/05/12	M-F Early News M-F Early News EARLY NEWS REV RATE & FREQ EARLY NEWS	CM	5-630p	MTWTF--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/30/12 11/05/12 MTWTF-- 1 \$1,200.00 0.00															
E 34	KSNV	11/03/12	11/03/12	Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven NEWS 3 NIGHTSIDE REV RATE NEWS 3 NIGHTSIDE	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -----S- 1 \$1,100.00 0.00															
													Totals	6	\$4,000.00